



blu^{ecigs}

PLUS⁺_{TM}

User Manual

RECHARGEABLE KIT

Includes:

- 1 PLUS+ rechargeable pack
- 2 PLUS+ batteries
- 1 wall charger
- 1 USB cable
- 3 Classic Tobacco flavor tanks

For optimum performance, it is recommended
that you charge your pack completely
before initial use.

blucigs.com

What Are blu eCigs® Electronic Cigarettes?

blu™ electronic cigarettes are electronic smoking devices. Also known as an "e-cigarette," our product is easy to use, yet cutting-edge in design and functionality. Intended for adult smokers who desire an alternative to traditional tobacco cigarettes, blu electronic cigarettes produce vapor and not the tobacco smoke, ash or odor of cigarettes.

A blu e-cigarette contains a blue LED on the tip that lights up each time you inhale. This blue light lets observers know you are not smoking a traditional cigarette, which may reduce concerns in places where traditional cigarettes are prohibited.

blu e-cigarette flavors are made in the U.S.A. with domestic and imported ingredients. The pack, batteries, and chargers are made in China at our BS EN ISO 9001:2008 certified factory.



Rechargeable Pack



Flavor Tank



USB Cable



Rechargeable Battery



Wall Charger

1. The blu PLUS Rechargeable Pack Basics

- Use the rechargeable pack to 1) charge the e-cigarette battery, 2) store the blu Tanks™, and 3) store your e-cigarette.
- The top light on the side of the pack is blue, and it is associated with the pack's charge. When the pack needs recharging, the blue light will blink rapidly, approximately every two minutes. This light will also blink when you first place a battery into the pack for charging. The number of times the blue light blinks indicates the approximate number of times the pack can charge the battery before the pack needs recharging.
- The bottom light is red, and it is associated with the e-cigarette battery's charge. The red light will glow when the battery is properly loaded into the pack and the lid is closed. The red light will stop glowing once the battery is fully charged.
- The blu PLUS includes a feature that will allow you to download firmware updates from the blucigs.com website. Firmware updates are similar to periodic upgrades to your personal computer or smartphone and provide you with the most up-to-date enhancements for your blu Plus rechargeable pack.

CAUTION: It is recommended that you keep blu e-cigarettes in the pack at all times when not in use. Carrying the e-cigarettes outside of the pack (e.g., loosely in your pocket or purse) may cause them to become damaged and malfunction.

2. Charging the Pack

The pack is shipped with a partial charge; however, for best performance with first time use, it is recommended that you completely charge the pack before using it.

To ensure you charge the pack correctly, please follow these steps:

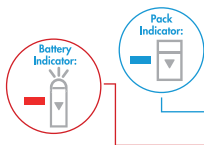
To charge with a USB-compatible device:

1. Plug the enclosed USB cable's large end into the USB-compatible device.
2. Plug the USB cable's small end into the bottom of your pack.
3. Once the pack starts charging, the pack's blue light will glow. The light will stop glowing when the pack is completely charged.

To charge on a wall outlet:

1. Connect the larger USB connector into the wall charger.
2. Connect the smaller USB connector into the side of the blu Plus Rechargeable Pack.
3. Plug the wall charger into any 120V outlet.
4. Once the pack starts charging, the pack's blue light will glow. The light will stop glowing when the pack is completely charged.

WARNING: blu PLUS Packs should only be charged with blu wall chargers or the blu Universal Car Charger. The Universal Car Charger has a blue face plate instead of a black one. The blu PLUS battery should only be charged with the blu PLUS Pack or a blu USB. Use only the provided USB cable when connecting the pack to the wall charger. Charging the pack or batteries in any manner other than those described here may cause fire. Replacement chargers and accessories may be purchased at store.blucigs.com.



3. Charging the Batteries

Batteries are shipped with a partial charge; however, for best performance with first time use, it is recommended that you completely charge the batteries before using them.

Once your pack is charged, charge the batteries by completing the following steps:

1. Remove the plastic wrapper from one of the batteries.
2. Open the pack. Locate the slot marked "CHARGE."
3. Insert the battery's open-ended side into this slot, and close the lid.

When you first place a battery into the pack for charging, the pack's blue light will slowly flash according to the remaining number of times the pack can charge a battery before the pack itself needs recharging.

The pack's red light will glow when the battery has been properly loaded into the pack and the lid closed. A solid red light indicates the battery is charging. When the battery is fully charged, the red light will shut off.

If the red light blinks rapidly, remove the battery for 10 seconds then reinsert into the pack. If the red light continues to blink rapidly, then the battery is defective or has been depleted of its charge, the battery should be discarded and replaced with a new one. To learn more about replacing your battery, contact blu customer service at blucigs.com/about/customer-service.

When the blue LED at the tip of the e-cigarette flashes approximately 30 times, the e-cigarette battery needs to be recharged. Be sure to charge both batteries that came in your Rechargeable Kit.

4. Using the blu Tank

The blu PLUS uses blu Tanks™ instead of flavor cartridges. The tank represents the next evolution of vaping technology and offers a longer lasting, more consistent experience than cartridges. The mouthpiece at the end of the blu Tank was designed to provide a consistent vaping experience when you take a puff.

NOTE: blu Tanks are designed to be used only with blu PLUS or blu Premium100 packs.

Do not remove the sticker from the blu Tank until you are ready to use the tank. Tanks should be stored in the pack with the silicone cap side down. The total number of puffs per tank will vary depending on individual use.

To use a blu Tank™, complete the following steps:

1. Peel off film from the sealed storage tray to remove one tank.
2. Remove the silicone cap from the end of the tank.
3. Remove the pull-tab from the other end of the tank.
4. Screw the tank into the battery.



The blu Tank is sealed until the silicone cap and pull tab are removed, but if for some reason you get fluid from the tank on your skin, wash the affected area under water. Once a tank is empty, it will not produce vapor and must be replaced.

5. Using the blu Electronic Cigarette

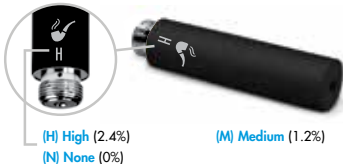
NOTE: The following instructions detail the only way the blu electronic cigarette is to be used.

Once you have charged the battery and connected it to the tank, you are ready to start using your blu e-cigarette. Simply place the tip of the tank in your mouth and inhale slowly and deeply. This will vaporize the liquid, allowing you to inhale and exhale vapor.

Each time you take a puff, the blue LED at the tip of the e-cigarette will glow to indicate the device is working properly. When the blue LED at the tip of the e-cigarette flashes approximately 30 times, the e-cigarette battery needs to be recharged.

The blu electronic cigarette's blue LED will flash 15 times if you take a single puff lasting 10 seconds or more. The e-cigarette will then temporarily stop functioning, but it will reset after a few seconds. This feature helps ensure that the e-cigarette stays within normal operating conditions and provides a consistent quality experience.

6. Nicotine Levels



blu Tanks™ have various levels of nicotine, ranging in strength: None (0% nicotine), Medium (1.2% nicotine), High (2.4% nicotine).

Flavor Icons

blu Tank flavors are represented by the following icons:



Classic Tobacco



Magnificent Menthol



Cherry Crush



Vivid Vanilla



Pina Colada



Peach Schnapps

Icon Location



CAUTION:

- Persons under 18 years of age are not permitted to purchase or use blu electronic cigarettes. Non-smokers; pregnant women; women who may become pregnant; women who are breastfeeding; persons with or at risk of heart disease, high blood pressure, or diabetes; or persons taking medicine for depression or asthma should not use this product.
- You should consult your physician before using any blu electronic cigarette product.
- If you are smoking tobacco products, you are encouraged to stop.
- Please keep out of reach of children and pets. Some parts of a blu electronic cigarette may be a choking hazard. If ingested, please consult a poison control center, a doctor, or, in the case of a pet ingesting, a veterinarian immediately.
- **WARNING:** This product contains nicotine derived from tobacco. Nicotine is an addictive chemical.

blu LIMITED WARRANTY

blu eCigs warrants for a period of one year from the original purchase date, that the pack, chargers and batteries included are free from material defects in workmanship. If material is found to be defective, the sole liability of blu is to repair or replace the product with a factory-recertified product. If there is dissatisfaction or damage arising from use of our product, you agree the only recourse and maximum liability may be repair or replacement of your product. This warranty is provided in lieu of all express or implied warranties, including merchantability and fitness warranties unless these warranties are required by law.

The warranty does not apply if the product is used with products other than blu products, used for commercial purposes, damaged by wear and tear, acts of God, misuse, abuse, negligence, accident, modified or tampered with, or for any cause other than defective material or workmanship.

If such warranties are required, they will apply only during the warranty period. For more information, visit blucigs.com/customer-service.

FCC NOTICE

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

CE NOTICE INFORMATION FOR THE USER

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. This device also complies with the limits for a Class B digital device, pursuant to presently harmonized European standards. These limits are designed to provide reasonable protection against harmful interference when the equipment is operated in a commercial environment. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instruction manual, may cause harmful interference with radio communications. Operation of this equipment in a residential area is likely to cause harmful interference in which case the user will be required to correct the interference at the expense of the user.

The user may find the following publication prepared by the Federal Communications Commission helpful:

“How to Identify and Resolve Radio-TV Interference Problems”
(Stock Number 004-000-00345-4).

Available exclusively from the Superintendent of Documents, Government Printing Office, Washington, DC 20402 (telephone 202-512-1800).

WARNING:

Changes or modifications not expressly approved by the party responsible for compliance to Part 15 of the FCC Rules could void the user's ability to operate the equipment.

NOTE:

blu eCigs® electronic cigarettes can be purchased and used by anyone who is 18 years of age and older. It should not be used by children; pregnant or breast feeding women; people with heart disease, high blood pressure, or diabetes; or people taking medicines for asthma or depression. Consult your physician before using any electronic cigarette product.

CALIFORNIA PROPOSITION 65: Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

NOT FOR SALE TO MINORS. ©2015 Fontem US, Inc.

WARNING: This product contains nicotine derived from tobacco.

Nicotine is an addictive chemical. blu™, blu eCigs®, the blu logo, blu Plus+, blu Tank™, and blu Tanks™ are trademarks of Fontem Holdings 4 B.V.

Have questions about your blu electronic cigarette?

Call us before you go back to the store.

We are here 7 days a week, 7am - 11pm EST.

Call 888.207.4588,

visit blucigs.com/about/customer-service,

or scan the QR code below to chat live with
a blu customer service representative.



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